



WWF Summer Slam Smashes Record

The World Wrestling Federation's Summer Slam at Wembley Stadium in London was a huge success, attracting 80,355 and a potential audience of millions more on pay-per-view cable television.

The gate gross was 1,610,000 British pounds (\$3.1 million, U.S.). The event also set a merchandise sales record for Wembley at 734,619 pounds (\$1.5 million, U.S.). Summer Slam broke the previous merch record, held by the Freddy Mercury Tribute Concert, by 100,000 pounds.

"We are thrilled," said Steve Planamenta, right. "We're going back again at the end of the month for a tour of Germany and England."

With Planamenta is Bob Collins of the WWF. The two were visiting AB's Nashville office. (AB Photo)